

Ivanova D.A.

*A postgraduate student of the Maritime and Customs Law Department
National University «Odessa Law Academy»*

THEORETICAL OPINIONS ON A CONCEPT «CRUISE»

Ukraine represents a unique tourist object and has all premises for the organization and development of cruise tourism thanks to the greatest extent of the sea coast among all Black Sea countries, to favorable climate, rich historical and cultural heritage, a diversity of sights. However, despite the considerable sea and tourist potential, the effectiveness of functioning of cruise tourism in tens of times concedes in Ukraine to the universal level of development, and the volume of sea passenger traffic in the country is no more than 3% of the general tourist passenger traffic.

Cruise tourism not only is one of the most dynamically developing, unique and popular types of business, but also has certain advantages and features which allow it to remain the long time more stable against the background of other sectors of economy.

Theoretically – methodological aspects of cruise tourism historically were based on categories «cruise» and «voyage» which were initially considered as identical concepts. At the same time cruises were considered as the linear passenger traffic by the marine transport made between ports of one state and the ferry passenger voyages, integrating transport and cargo function and also short-time sea excursions along the coast with a visit of resorts and theme parks [1, p. 337].

In the modern scientific literature there is no uniquely identifying of category «cruise». Most often «cruise» is understood as a tourist trip onboard the special passenger ship which appears as expensive, elite and prestigious traveling expected the client of high solvency [2, p. 34].

Mr. Zima A.G. characterizes a cruise as «an international business representing a complex of market structures and connecting several certain international market segments» [3, p. 105].

Confirmation of this expression is the judgement of Mr. Gulyaev V. G. who treats a cruise as the organization of sea and river travelings with visit of seaports of several countries [4, p. 245], thereby emphasizing its international character creating an image of the hospitable state.

It deserves an attention a determination of Fedorchenko V.K. and Minich I. M., who imply a cruise as «a tourist trip with the use of means of transport (as a rule, water) not only for transportation, but also as location modes, supply and service» [5, p. 72]. Similar accents are placed in the works of N.O. Zatsepin, who considers a cruise as «traveling on water activities of transport including coastal excursions, sightseeing of port places and also various entertainments onboard sea and river liners [6] and V.O. Arion representing a cruise as «sea or river tourist

traveling by motor ship which is used as a method of transportation, placements, entertainments, etc. and includes in the program coastal service» [7, p. 102]. Thus, scientists specify a complex character of this tourist product, representing cruises as a result of joint activities of various economic entities.

Foreign authors concretize a concept «cruise», considering it as a type of traveling on the sea vessel at least 60 hours mainly for pleasure, including all conveniences and calling, at least than at two ports (in addition to ports of the beginning and completion of a cruise).

The researched question received the development in works of Yu.V. Mikhaylova who based on the literary review of references, suggested to use three approaches in case of determination of a cruise: a functional approach, in which the author marked out functions inherent in a cruise (recreational, social, cultural, ecological, economic, educational); a branch approach, including non-productive and a branch sphere of cruise navigation; and the system approach, uniting two previous categories (functional and branch approaches) [8, p. 220].

According to the opinions of S.P. Shpilko, N.V. Anrosova and R.V. Chudarev, cruises represent not just a kind of passenger transportation by water activities of transport, and specific, difficult on structure and the hi-tech type of a tourist product having unique consumer properties which, in turn, cause features of business activity on its creation and also, functioning of the cruise market in general [9, p. 48]. Also, authors assert that cruise tourism is a special type of the social and economic activity assuming realization of physiological, psychological and other needs of people.

Agreeing in general with positions of scientists and generalizing various theoretical provisions, it is necessary to emphasize that it is necessary to understand the whole industry providing formation, advance and realization of a cruise tourist product which, on the one hand, is a purchase and sale subject in the tourist market as cruise tourism, and with another – object of an administrative influence. At the same time the cruise tourism which is characterized by considerable capital intensity and labor input is the universal type of tourism connecting practically all its forms and combining several it types – recreational, sports, medically – sanitary, informative, congress, adventure, search, etc. and also uniting various options of service and the organization of rest.

Therefore, cruise tourism can be presented as a type of social and economic activity directed to satisfaction of needs for voyages, connected with temporary movement (before half a year) a person from one area (country) to another on a cruise vessel with improving, informative, entertaining or other purposes.

The complex characteristic of cruise tourism as a special type of social and economic activity assuming realization of physiological, psychological and other needs of people is submitted; and as the whole industry providing formation, advance and realization of the cruise tourist product which is a subject of buying and selling in the tourist market and object of administrative influence.

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Scientific supervisor: Candidate of juridical sciences, professor Kuznetsov S.A.

Івах Оксана Леонідівна

студентка V курсу

судово-адміністративного факультету

Національного університету «Одеська юридична академія»

«ЦИФРОВИЙ ЗА ЗАМОВЧУВАННЯМ» ЯК БАЗОВИЙ ПРИНЦИП ЕЛЕКТРОННОГО УРЯДУВАННЯ

Відповідно до розпорядження Кабінету Міністрів України «Про схвалення Концепції розвитку електронного урядування в Україні» від 20 вересня 2017 року, електронне урядування – форма організації державного управління, яка сприяє підвищенню ефективності, відкритості та прозорості діяльності органів державної влади та органів місцевого самоврядування з використанням інформаційно-телекомунікаційних технологій для формування нового типу держави, орієнтованої на задоволення потреб громадян. Дане управління має на меті забезпечити концепцію сервісної держави, клієнтоорієнтованість та спрямованість на отримання результату, а не на сам процес виконання.